Applying sustainability principles in the real-world:
A case study of full-circle learning between college students and small businesses

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Manomet Sustainable Economies Program
U360

Training students,
Engaging small businesses,
Building a sustainable economy
U360 Curriculum

• Phase 1: Sustainability Principles & Skills Trainings
• Phase 2: Small Business Engagement
• Phase 3: Sustainability Analysis
• Phase 4: The Capstone Event
High-impact internship

1. Rigorous
2. Build substantive relationships
3. Engage across differences
4. Apply & test learning
5. Rich feedback given
6. Reflect on the people they’re becoming

Why U360?

- **Train** the future system managers
- **Reach** small businesses through students
- **Reduce** impact from small businesses
Total U360 Students To Date

57 students from 8 New England universities

University of Southern Maine, University of New England, University of Maine, St. Joseph’s College, College of the Atlantic, University of Vermont, University of New Hampshire, Suffolk University
Total U360 Businesses To Date

445 businesses from 37 different states
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CLASSROOM LEARNING

REAL-WORLD APPLICATION

CAREER SKILLS TRAINING

U360
Our Approach: Full Circle Learning

BUSINESS

STUDENT
Our Approach: Full Circle Learning
“Whether it is the environmental, social, or governance practices, I have such as better understanding of what goes into running a business because I was able to learn about it first hand by the business owners. I also felt a sense of pride when the business acknowledges that the interview is helping them consider sustainable practices that they have never thought of before.”

- Leah Soloway, Junior, University of New England
Business Learning from Student: Testimonials

“I was surprised by how little concern and attention I have given to sustainability and hope to make some major improvements as soon as possible.”

“By asking the right questions, this group of bright, eager and unassuming students helped me productively reflect on some of the most important issues facing my business.”
Student Outcomes: Career Skills Development

100% reported improvement in professional communication skills

97% reported improvement in interview and public presentation skills

Results from students’ post-program survey. (100% reporting)
What businesses can do to take action on climate change

Sustainable business and small business management

Student Outcomes: Increased Knowledge

100% of students report an increase in knowledge of...
Small Business Outcomes

Nearly 80% of small businesses found the U360 assessment valuable.

More than 40% of small businesses say they’re likely to make changes after taking the U360 assessment.

Results from an anonymous survey of U360 business participants.
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Questions?